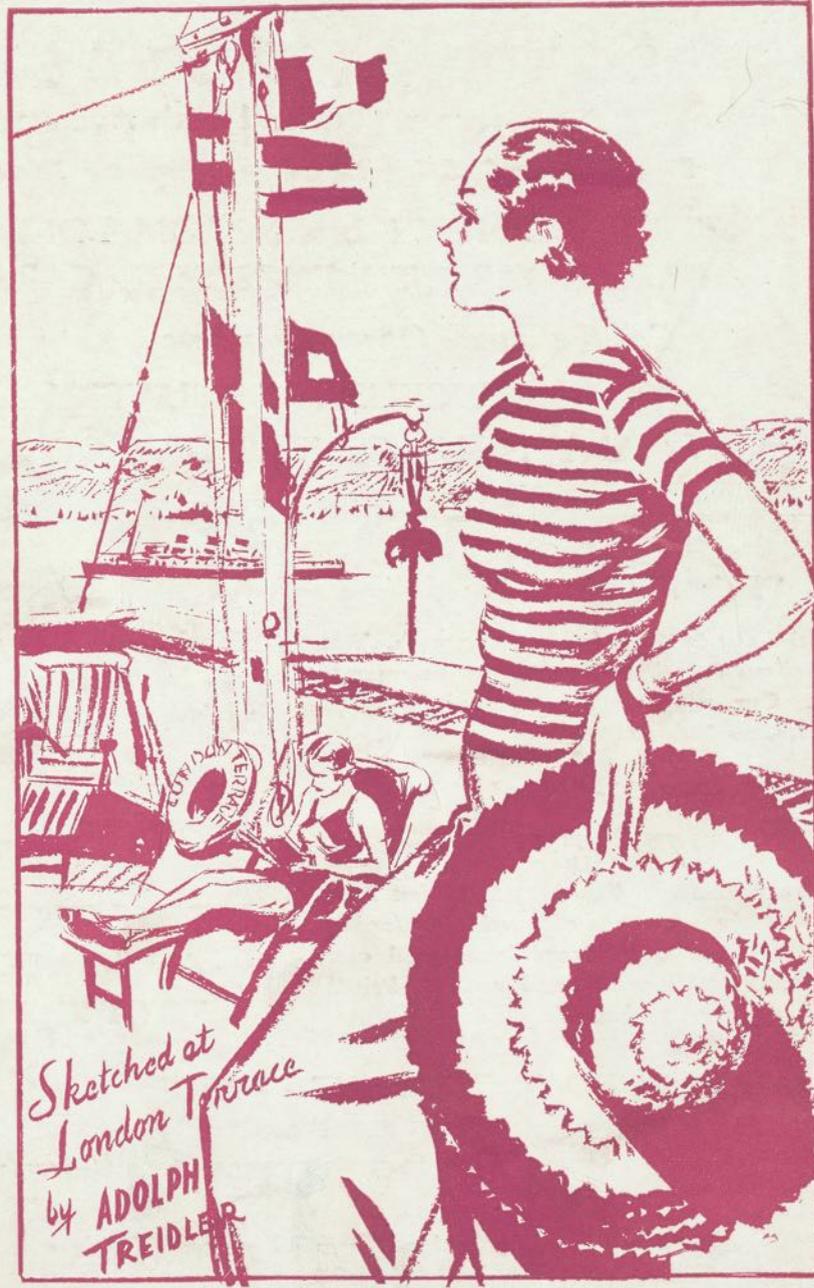


JUL 9 '38P

# London Terrace News



Sketched at  
London Terrace  
by ADOLPH  
TREIDLER

STACKS

JULY

1938

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SPITAL  
over 10th Ave.  
1937

BRACE NEWS



3 Story Fireproof Building  
45,000 sq. ft. of Space  
NEVER CLOSED  
24 HOUR SERVICE

## **EXCELSIOR GARAGES, INC.**

**536-546 WEST 23rd STREET**

Between 10th and 11th Avenues

*Recommended by London Terrace Management*

DIRECT TELEPHONE LINE FROM LONDON TERRACE  
SWITCHBOARD TO EXCELSIOR GARAGES, INC.

*Call the House Operator and we are at your service*

PICKUP and DELIVERY

ANY HOUR OF THE DAY OR NIGHT

### *Fair Weather Ahead!*

See the new 1938 Dodge and Plymouth. The "American Beauties" of motor car transportation. Our new car showrooms in London Terrace, on 10th Avenue and 24th Street.

### *Dependable Used Cars and Trucks*

Visit our used car display at 519 West 23rd Street. Take advantage of our large selection of Guaranteed and Reconditioned used cars and trucks. All makes and models. Priced right to fit your pocketbook.

### PARTS and SERVICE

Repairs and parts to all makes of cars, washing, lubrication, accessories, brakes, ignition, batteries, tires, body and fender work, Duco painting—expert color matching, Power Prover service, Auto radio—sales and service.



EXPERT SERVICE MECHANICS  
— ALL WORK GUARANTEED  
TOWING AT ALL HOURS

24 HOUR EFFICIENT — RELIABLE SERVICE

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# Vacation Funds

Don't worry about your vacation money. Make sure of an enjoyable time by carrying your funds in a form that is safe as well as convenient.

The Bank for Savings can supply you with travel checks for your trip in convenient denominations from ten dollars up.



## The Bank for Savings

in the City of New York

Chartered 1819

22nd Street at  
Fourth Avenue

70th Street at  
Third Avenue



# Whelan's

## KEEP COOL ON WARMEST JULY DAYS

Speedy, Noiseless, Inexpensive

### ELECTRIC FANS

Adjustable to any angle; for wall or table.  
98c up.

Also, order Whelan's cooling, refreshing,  
wholesome, delicious

### EVANGELINE ICE CREAM

Assorted flavors. PINT..... 20c  
Thousands of gallons sold every week.

Fresh, Fragrant, Glorious

### COLOGNES

By Houbigant, LeLong, and Lenthéric

The perfect body freshener that lingers with  
you throughout the day, and at such prices  
you can afford to use it liberally.

Many delightful fragrances.....\$1.00 up

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IS A COMPLETE UNITED CIGAR STORE



WHELAN PHARMACISTS FILL THOUSANDS  
OF PRESCRIPTIONS EVERY WEEK



# London Terrace

The World's Largest Apartment House



41 TYPES OF APARTMENT RANGING FROM  
ONE ROOM AND KITCHENETTE TO SIX ROOM PENTHOUSES



SOME WITH WOOD BURNING FIREPLACES  
MANY WITH CROSS VENTILATION



FREE PRIVILEGES OF SWIMMING POOL, ACRE OF GARDEN, MARINE SUN-  
DECK, GYMNASIUM, TWENTY-ONE SERVICES ON YOUR HOUSE TELEPHONE,  
ELIZABETH FLYNN'S RESTAURANT



RENTING OFFICE  
435 WEST 23rd STREET



WM. A. WHITE & SONS  
Est. 1868

51 EAST 42nd STREET

NEW YORK CITY

*Renting and Managing Agents*

The NEWS of

# London Terrace

JULY, 1938

VOLUME VI

NUMBER 7

## Cooler

Theatre air-conditioning is probably the greatest boon to summer living since bathing girls stopped wearing cotton stockings. Which reminds us that right up the street about three good pogo-jumps away is the Terrace Theatre with its comfortable interior and ultra-modern cooling plant. Nice spot to relax at blood-cooling temperatures for an hour or so of diversion of an evening.

And of course you know—or do you—about the special 'phone connection between the Theatre and our switchboard. Our operator can at all times connect directly with the show house on an exclusive wire to find out for you just what part of the program is on at the moment, when it will be off, and the complete picture schedule as it is running. If you're expecting callers or messages you may leave word at the Theatre as you go in, your seat position will be noted, and the messages will be relayed directly from the Terrace to you.

A neat little arrangement, we call it, one which adds considerably to the pleasure of Terrace movie-going.

## Bridge Continues

The Bridge Club romps right on through the summer months with no let-up for the Great Outdoors, Atlantic City beauty contests or trips to the North-

west. The fact that the Penthouse Club, where the revokers hold forth, is probably one of the coolest spots in New York, may have something to do with it. The fact that Bridge is Bridge and not a trestle is another important consideration.

Mrs. Gladys Graves Stark, as you no doubt know, guides the meetings on Tuesday, Thursday and Saturday evenings and on Saturday afternoons.

## Brow Ease

The Chess Club, all steamed up with its four-month Championship Tournament which dropped the finish flag in May, has put away its pieces for a few weeks. The regular Wednesday evening Penthouse Club sessions will resume after Labor Day.

Ned Goldschmidt, guiding spirit of the Club, was presented by the members with a handsome

decorative chess set, in appreciation of his good work in developing and maintaining the Club in highly popular fashion.

## Do You Take Pictures?

The LONDON TERRACE NEWS would like to publish snapshots taken by residents. The picture-snapping habit is at its height this time of year and we think that a page each month devoted to pictures taken by readers will be of interest to everyone. (Particularly the editor, who will then have one less page to write.)

As an added inducement we will pay three dollars for any photo with London Terrace as the locale which is deemed suitable by the editors and the Management for reproduction on the front cover of the magazine.

Other snapshots submitted do not have to be confined to the Terrace—we'll publish photos which in our judgment warrant it, no matter where taken. Credit will be given of course to the photographer and we'd like to know the kind of camera and film used and any other technical information necessary.

Turn in your photos to Miss Bieber in the Penthouse Club and let's have a nice bunch for the August issue.



# Shop Shots



**N**OW that I've had my vacation all I can do is talk about it and listen to others make plans for theirs. And if you haven't completed arrangements for your trip better see

## *Sisk Tours*

and let them advise you, if you want their advice. Or if you've made up your mind where you're going, Mr. Sisk is the gentleman who can tell you how to get there.

## *Elizabeth Flynn*

is all set for the warm weather with her "Sidewalk Cafe." A table underneath the gay awning, with potted shrubs hiding the traffic on 23rd Street, and a cool Tom Collins in hand is my idea of a pretty picture. Her inside dining room has many advantages, too, with the Garden in all its glory furnishing a view such as you are not likely to see anywhere else in New York. The room is so large and there's always a breeze, so treat yourself to dinner there some hot night soon.

## *The Beauty Shop*

advises getting that permanent wave if you have not already done so. Albert is on hand to give you the latest hair-do and he's the popular young man these days so better hurry, hurry, hurry!

## *The Florist*

is busy these days getting Bon Voyage flowers off to those lucky friends who are dashing hither and yon on ships. Takes a lot of will power to go through the motions of being so thrilled over someone else's good fortune, but it has to be done ever so often. Far be it from me to begrudge anyone their vacation, but it is

hard to be too enthusiastic about getting off when they call that old "All ashore" business.

## *The Bank*

is ready—in fact anxious—to have you turn over your valuables to them for safe keeping if you're going to be away for any length of time. I've not had much experience with valuables, but if I had any I think I'd be inclined to hand them over to those two nice men, Messrs. Brenner and Curry—just temporarily, of course.

## *The Book Shop*

sent me word the other day to the effect that they have a new color in their Fiesta Ware—that attractive colored chinaware, you know. It is Turquoise Blue and most effective I am told. The Martins donated a set of Fiesta as a prize for the Jamboree and I know of at least eight people who were hoping to win it, but that seemed a little hard to arrange.

Now that I've done my "shooting" for this month I think I'll hie myself up to the Marine Deck and continue with that coat of tan I started down in No' Carolina!

Yours truly,

THE SHOP SHOOTER

## *Shorthand*

If you've ever been prey to the thought, "I wish I knew a little shorthand," either for professional or amateur uses, now is your chance to make your dream come true. Excellent instruction is available in the Penthouse Club Monday and Wednesday evenings from 5:30 to 7:00.

Both beginners and advanced study is taught and the fee is extremely moderate. A ring on your house phone to Miss Bieber will furnish you with all details.

## SEA-FARING

**F**ERRY-BOAT riding is a New York diversion that lists many happy fanatics. Many Terrace residents are among these zestful voyagers, who for the price of a coca-cola get out on the river regularly for a refreshing tour. Right down at the end of Twenty-third Street is a good taking-off place.

You can grab river-going vessels for the two Hoboken dockings and Jersey City within a five-minute walk from home. You can see-saw back and forth for two or three hours if you want to without repeating the same trip twice, although this requires a little addition to the original nickel investment. And for a real fillip to the adventure you can go ashore at Hoboken (don't mix it with 14th Street Hoboken, that's a different destination) and visit the Clam Broth House, one of the most unique and famous sea-food spots in the country, where you can gorge on steamed clams and broth at amazingly low prices.

The Battery, with its round-the-island, Statue of Liberty and Atlantic Highlands boats is within easy striking distance on the Ninth Avenue El. And of course from the Battery you can take the famous Staten Island half-hour ferry trip, or the short hop to Governor's Island, with its army post attractions and the Sunday afternoon polo games. They are well worth watching and furnish a couple of hours of excitement.

Old-time New Yorkers are apt to forget, and new-timers to overlook the fact that Manhattan is really an island, with many advantages for water travel that you can't get anywhere else. Don't say we didn't remind you.

Other residents may have their pet little excursions around Gotham which are worth sharing with our readers. Let us know about them by all means. We'll be glad to give them space in the NEWS.

LONDON TERRACE NEWS

## CHELSEA JAMBOREE GOES TO TOWN

THE second annual Chelsea Jamboree made carnival magic on the night of Thursday, June 9th. It turned Twenty-fourth Street into a gay midway of lights, color and fun. It imbued London Terrace with a community spirit of merry good will. It accomplished its primary purpose of providing country vacations for a large number of Chelsea neighborhood children, who otherwise would have been condemned to hot city streets and crowded surroundings the summer long.

All factors worked in splendid harmony for the success of the endeavor. The weather was perfect—warm and clear. The decision to hold the affair in the street instead of the Garden as was done last year, proved a happy one. There was more room and the locale seemed to add spice to the proceedings because the quiet mood of the Garden is a little out of keeping with the more robust spirit of carnival activity. Certainly the crowd of approximately 3100 persons who attended gave themselves over to the spirit of the evening in even more informal fashion than last year. Dignity and formality were forgotten for a few hours as the wheels spun, the Bingo numbers were called, the dance orchestra beat out its rhythms, the tintype camera clicked, sketchers went to work on their subjects under spotlights; a palmist, numerologist, astrologer and card reader delved into the future and the past.

When it was all over, \$2854.38 net profit was deposited in the coffers of Chelsea Charities, which means that about 100 children will be sent to summer camps for two weeks of outdoor exercise and sport. This is almost \$1,000.00 more than last year, when sixty were sent away. As soon as the final



Photo by Deschin

### *The Jamboree in Full Swing*

amount was known, the Camp Committee, headed by Mrs. Ethel Nugent, Social Service Director for Chelsea Charities, and Miss Ella Mae Vanderboget, Chairman for the Tenant Committee, assisted by Mrs. Mae Turman, Mrs. William Spiker, Mrs. James G. Torrens and Miss Helen Cameron went out on their rounds to do the actual selecting of the children who are to go—the most in need and the most deserving. The groundwork of this selecting job was laid well in advance of the Jamboree and Mrs. Nugent and her committee are among the star performers of the event.

A financial statement of the Jamboree has been sent to all residents by Chelsea Charities, through the aid of Mr. and Mrs. James Torrens who helped prepare the letter and statement and arranged for the mimeographing in Mr. Torrens' office. Another statement showing balance left after camp expenses are paid will also be sent to residents.

In the last analysis it was the

people who came and spent, the patrons and patronesses who came forward with cash gifts, the Terrace concessionaires with their donations as well as the merchants of the neighborhood and throughout the city who made the affair the success that it was. However, behind and on the scenes were the arrangers, the workers and the superintenders who cheerfully gave their time and efforts to enable proceedings to move along smoothly and profitably. We think they deserve special mention, so here they are.

The officers of Chelsea Charities were foremost in importance. This tenant organization is headed by Mr. Don W. Steele, Chairman. Mr. Steele, quietly and with business-like precision, gave his executive ability without stint in planning and coordinating the work of the various committees, presiding at meetings and setting up the machinery for the event.

Mr. Steele was competently seconded by Mr. Sheffield A. Arnold, Vice-Chairman, who, in



Deschin

*Numerologist Florence Jensen at work*

addition to his executive duties, drew up blueprints of the site of the Jamboree with the booth locations.

Mrs. Leo Rosenbloom, Chairman of House Chairmen, did a fine job of lining up the Building Chairmen, overseeing their organization and was of much general help in various other branches of the Jamboree. Her experience from last year as Chairman of the Prize Committee gave her a background which was of great service.

Mrs. James G. Torrens, another veteran from last year, when she served as Treasurer, took over the work of Corresponding Secretary and worked tirelessly, not only in that capacity, but wherever she might be needed.

The difficult financial department was excellently handled by Miss Florence Wills, Treasurer, and Miss Ella Mae Vanderboget, Assistant Treasurer. Miss Vanderboget was in charge of tickets and she and Miss Wills spent the entire gala evening of June 9th working in an apartment turned over to the financial affairs.

Miss Helen Cameron, as Recording Secretary, worked efficiently in helping to dispose of the large amount of correspondence and clerical duties involved.

A large swath of approval and thanks is due the many house chairmen and members of their

committees, who not only worked for weeks before the Jamboree selling tickets, getting patrons and patronesses and donations, but followed out Mr. Steele's suggestion that each Building be responsible for a booth. This system worked out very successfully—the end Buildings, because of their greater number of tenants, taking over two games each. Prizes were offered to the Buildings bringing in the largest amounts of money. The prizes were gift certificates on leading New York stores.

Most money collected was by the 470 Building—\$147.50—but Mrs. Rosenbloom, Chairman, withdrew her committee from official competition because she was Chairman of House Chairmen and also because she had won the first prize last year.

Official first prizes were awarded to the 415 Building, first in the

Garden Buildings with \$138.75, under the Chairmanship of Mrs. McGinnis, and the 410 Building, first among the End Buildings with \$124.00, under the Chairmanship of Mrs. Beauchamp.

Second prizes of beauty article kits were received by Mrs. Brewer, Chairman, 430 Building, which took in \$117.00, and Mrs. Cooney, Chairman, 465 Building, with \$114.50.

Alta Vera Arnold received a special personal prize for her work in selling over 200 tickets.

The list of house chairmen and members of their committees follows:

**405**

- |                                    |               |
|------------------------------------|---------------|
| Mrs. Woodbridge, <i>Chairman</i>   |               |
| Mrs. Johnson, <i>Vice Chairman</i> |               |
| Miss Niles                         | Mrs. Giberson |
| Mrs. Rowles                        | Mrs. Cleaver  |
| Mrs. Bell                          | Miss Farrelly |
| Miss MacLennan                     | Mrs. Palca    |
|                                    | Mrs. Levy     |

**410**

- |                                    |              |
|------------------------------------|--------------|
| Mrs. Beauchamp, <i>Chairman</i>    |              |
| Mrs. Gunther, <i>Vice Chairman</i> |              |
| Mrs. Cassen                        | Miss Taylor  |
| Mrs. MacLean                       | Miss Galager |
| Miss Frye                          | Mrs. Heinze  |

**415**

- |                                |              |
|--------------------------------|--------------|
| Mrs. McGinnis, <i>Chairman</i> |              |
| Mrs. Hull                      | Mrs. Schulte |
| Mrs. Arnold                    | Miss Mueller |
| Mrs. Dourte                    | Mrs. Rouch   |

*(Continued on page 10)*



Deschin

*Artist Marjery Ryerson sketches*

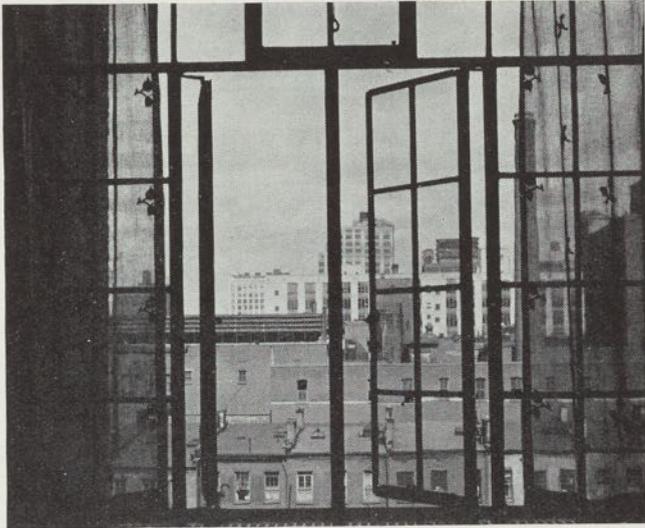
## THE MAN BEHIND THE MAN BEHIND THE CAMERA

THE voluminous outcroppings of literature springing up around the miniature camera industry have provided a congenial, lucrative profession for Jacob Deschin, who used to be a news-

ing into business, but soon discovered he much preferred the odor of printing ink to that of profit and loss statements. He put in an apprenticeship on the *Hartford Courant*, doing the usual "obits"

Some time after that he and his wife spent a six-months' vacation bicycling through Europe. They returned to this country to find it blanketed with the Great Depression and paradoxically enough, swept with the miniature camera craze. That's one of the more curious phenomena connected with the big little industry. An expensive hobby, it obtained its first real growth in a time when you'd think people would have been hanging onto their dough to spend on bread and shoes.

Deschin by this time was on the staff of the *Christian Science Monitor* and had become adept at explaining in print the more intricate technical phases of photography. He sold an article to *Scientific American* on "Tricks in Photography." That led to his department in the magazine



"Casement Vista"

paper man himself. Mr. Deschin writes professionally about photography. He takes pictures, too, as you can see by the illustrations accompanying this story as well as the striking ones he shot of the Jamboree.

In the few years since he deserted newspaper work, Deschin has had two books published: "Making Pictures With the Miniature Camera" and "New Ways in Photography." Two more are due this Fall; a short one called "Action Photography" and another, "Lighting Ideas in Photography," which he wrote in collaboration with William Herrschaft, an illuminating engineer. In addition he edits the regular "Camera Angles" department in *Scientific American*, and is contributing editor for *Minicam*. It keeps him busy, of course, but he likes it, thinks it has pounding away at a newspaper typewriter beat six ways from Sunday.

Back in his college days, which he spent in New York University, Deschin had an idea he was go-



"Night Scene"

and "fillers" until he was finally set in an editor's chair to handle the Sunday magazine feature section. It was here that he took his first active interest in photography. Feature sections need pix. Deschin found that good ones, suitable to the subject matter, were hard to get. He started shooting his own or working with a photographer for the stuff he needed.

which he still edits and which has grown more popular each year.

He has several different kinds of the minicams—finds that certain effects can be had in better fashion with some than others and vice versa. His long shots of the Jamboree were taken from an apartment window on the third floor—his own apartment, up

(Continued on page 18)

## JAMBOREE

(Continued from page 8)

420

Mrs. Spiker, *Chairman*  
Mrs. Horacek      Mrs. Dempsey  
Mrs. Pratt      Mrs. Riouffe  
Mrs. Detwiler      Mrs. Wullf

425

Mrs. Lehman, *Chairman*  
Mrs. McCarthy      Mrs. Radom  
Mrs. Sweetser

430

Mrs. Brewer, *Chairman*  
Mrs. Haubert      Mrs. Cameron  
Mrs. Nagle      Mrs. Muendler

*The following firms donated prizes for the Jamboree which were received too late to be printed in the Jamboree Program. Thanks is hereby given to these firms:*

Comex Trading Co.  
Joseph Wirlick  
Henry Pape  
Sheffield Farms  
National Biscuit Co.  
Charles of the Ritz  
Daniel Beauty Shop  
Delletrez, Inc.  
Louis Sherry  
Russeks  
Elizabeth Arden  
Harriet Hubbard Ayers, Inc.  
Knickerbocker Laundry Co.  
Barbara Gould, Ltd.  
Esquire  
Bloomingdale Brothers  
Demetroules Cleaners  
National Bowling Arena  
London Terrace Theatre  
New Deal Shoe Repair  
Mexican Shop  
House of Wemblen, Inc.  
Browne Vintners & Co.  
Necco Sales  
Mrs. Blaufort Groceries  
Tricolator Co., Inc.  
Carolyn Laundry  
Heinze Photo Enlargement Studio  
Arom Tailoring Co.  
Sohn Freidman  
Home Decorating  
National Cotton Products Co.  
Richardson & Dutt  
Equitable Paper Bag Co.  
Buckingham Wax Corp.  
Francis H. Leggett & Co.  
Quinstix by Christy

*Note: If the above list and that which appeared in the Jamboree program does not cover all the donations it is due to an unavoidable oversight and apology is hereby made on behalf of Chelsea Charities for any error.*

435

Mrs. Rodwell, *Chairman*  
Mrs. Potter      Mrs. Kelly  
Mrs. Fromm      Miss Post

*The following names of Patrons and Patronesses were not received by the Program Committee in time to appear in the Jamboree Program. Chelsea Charities offers apologies for this delay in acknowledging thanks to those whose names appear below:*

Mrs. Miles Killmer  
Mr. and Mrs. Stephen Rathbun  
Mrs. William Gershen  
Mrs. Frank Urmev  
Mr. Joseph Stamper  
Mr. Gerald Finley  
Mrs. Cecelia Lees  
Mrs. Marie Lapolla  
Mrs. John F. Hatch  
Miss Mary A. Noonan  
Mrs. George A. Post  
Mr. Philip Shein  
Mr. and Mrs. D. A. Watson  
Mr. A. R. Maxwell  
Mrs. F. E. Brody  
Mr. and Mrs. J. E. Craig  
Miss Mary White  
Mr. James Cleary  
Miss Irene Casey  
Mrs. G. V. Gallenkamp  
Mr. Harry Strauss  
Mr. and Mrs. Jacob Strauss  
Mrs. E. L. Young  
Mr. and Mrs. Samuel Braun  
Mr. Robert D'Onofrio  
Mr. and Mrs. Fred Brewer  
Mr. and Mrs. Eugene Muendler  
Mrs. Nettie Gallott  
Mr. J. A. O'Malley  
Mr. B. W. Sleppy  
Mrs. John English  
Mrs. Joseph Levy  
Miss Edna Feeley  
Miss Agnes Rempé  
Miss Ruth Hoffman  
Mrs. Harry Antes  
Mrs. Jacob Deschin  
Mrs. Robert Hood  
Miss Frieda Staiman  
Mrs. Rice Gaither  
Mrs. William Courtney  
Miss Ellen Klein  
Mr. Sigurd Nilssen  
Mr. Frederick Fried  
Miss Lillian Rogers  
Mrs. Hugo Fromm  
Miss Emily Lynch  
Mrs. Kenneth Collins  
Mrs. Josephine Abbott  
Miss Estelle M. Johnson  
Mrs. John Brunton  
Mrs. Matthew McElheny  
Mrs. Frederick Squires  
Mr. Irving Nurick  
Mrs. Frankie Wheeler  
Mrs. Robert Z. Lindsay  
Mrs. William E. Barton  
Mr. Ernest J. Clarke

440

Mrs. McAweeney, *Chairman*  
Miss Mikel      Miss Davidson

445

Mrs. Critz, *Chairman*  
Mrs. DiTolla      Mrs. Green  
Mrs. Young      Mrs. Dempsey  
Miss Brinn      Mrs. Kelly  
Mrs. Donnelly

450

Mrs. Thomson, *Chairman*  
Mrs. Anderson      Mrs. Holmes  
Mrs. Norman

455

Mrs. Brunton, *Chairman*  
Mrs. Katzenstein      Mrs. Broome  
Mrs. Elliott      Mrs. Richardson  
Mrs. Abbott      Mrs. Sylvester

460

Mrs. Dalton, *Chairman*  
Mrs. Woolf      Mrs. Want  
Mrs. Hood      Mrs. Tarr  
Mrs. Parker

465

Mrs. Cooney, *Chairman*  
Mrs. Maroney, *Vice Chairman*  
Mrs. Padula      Miss Cooney  
Mrs. Wagenman      Mrs. Gemmill  
Miss Stark      Mrs. Lynch  
Miss Kruse

470

Mrs. Rosenbloom, *Chairman*  
Mrs. Bolton, *Vice Chairman*  
Mrs. Lawrance      Mrs. Hintermeister  
Mrs. Turman      Mrs. Coleman  
Mrs. Eginton      Miss Uffendill

Two special committees which turned in splendid jobs of work were the Prize Committee and the Program Committee. The Prize Committee was responsible for obtaining donations of the many very attractive prizes which drew money in such profusion into the booths. This committee also had charge of wrapping the prizes, no small job in itself. The cellophane wrappings were a donation of the DuPont Co., a repeat from last year, obtained by Mr. and Mrs. Jonas C. Jorgensen, Terrace residents. Miss Joan Frye was Chairman of the Prize Committee. Members were Mrs. Padula, Mrs. MacLean, Mrs. Law-

(Continued on page 13)

MY idea of a Cook's Tour of attractive homes took us down to North Carolina last month but now we're back on home territory and I'd like to take you into two of our most attractive one-room apartments—the C-D types in the Garden Buildings. By means of the ac-

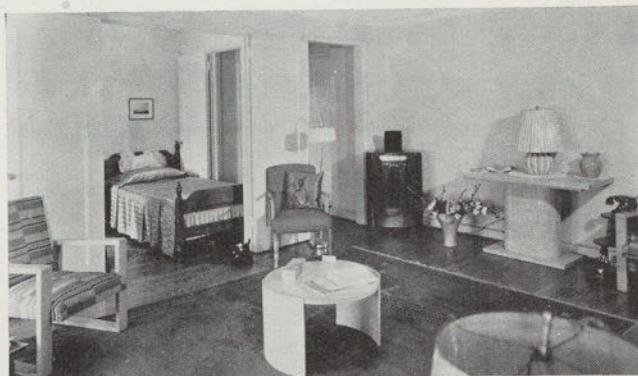
# Lady at Leisure



companying photographs it is easy to see how this unusual one-room arrangement can be transformed into four rooms—with a little stretch of the old imagination. One tenant, as you see, chooses to use her living room for sleeping purposes at night a la the in-a-door bed while the other has made her spacious dressing room into a sure enough bedroom. What you do not see in these pictures is a real kitchen, the end of which is large enough for a table and four chairs. A window at the end of the room gives you, in most cases, a view of the Hudson if you are up high enough to see over the low house across the street. On 24th street you have the added attraction of gazing at Al Smith's Empire State structure plus the river view. The bath is something, too—how the man of the house loves that stall shower. And the bath dimensions are such that you may have a dressing table like you see in Lewis and Conger's window on one side of the room. You have an outside window here, too. If you've paid

attention, you'll realize this means outside windows in every room—you can see the two in the living room—not often found in a "one room" apartment. It's small wonder that the occupants all become renting agents if they so much as suspect that anyone they meet is in the market for a new home.

same at night as in the day time. Usually it's necessary to move practically everything in the room in order to lower the bed. The third photograph speaks for itself. By placing the bed in front of the door that leads from the foyer through the dressing room in the bath, this arrangement is a simple one. In fact,



If you look closely at the two pictures of the same room—one with in-a-door bed tucked away behind the doors that lead into the dressing room, the other with the bed down—you will see that the furniture remains almost the

it is not necessary for this little room to look too "bed-roomy." By using a cover on the studio couch that harmonizes with the living room furnishings, plus a chest of drawers that match your chairs and tables, this portion

of your home becomes more like a part of the living room and gives the much desired appearance of more space.

The advantage of treating the two windows as one is shown in the picture of this room, too. Using a wooden valance board, or one of material as is the case here, and carrying the draperies over the wall at either end of the window, creates a feeling of greater width besides allowing more light to enter the room. This is another idea that I have tried to describe in this column on several occasions and now you have a chance to see what I have attempted to picture in words.

And now a word from our cosmopolitan cook, Mrs. J. Rogers Davis. Says our recipe lady:

In India, where it gets so "hot it makes your bloomin' eyebrows crawl,"

the natives fight fire with fire by eating curries. Most everyone can make a passable curry of last night's leg of lamb by gently sauteing a chopped onion in butter, adding flour and curry to taste, last night's gravy or frying that hot water, the lamb cut in cubes and simmering the whole for half an hour.

However, if you would like to try a truly native (and thrifty) dish, make Dahl. Soak a pound of lentils overnight. Drain and simmer in fresh water till tender. An onion simmered with it will brighten the flavor. Rub a pan with garlic, melt a good sized piece of butter in it, chop an onion fine and fry 10 minutes. Drain lentils and add them to the onion and butter along with two cloves and curry to taste—we like two tablespoonsful—and simmer ten minutes. Serve with plenty of rice. Curry powder bought in chain stores has high flavor but little heat. If you prefer heat, get imported powder and for those who want it even hotter than that, pass tabasco sauce.

Curry powder can also add considerable flavor to stuffed eggs. For this grate onion into melted butter,

### THE LONDON TERRACE NEWS

Published monthly for residents of London Terrace. Address all communications to the Editor, Manager's Office, 435 West 23rd Street, New York City.

add curry powder and simmer 5 minutes. Mix this with the egg yolks, adding mayonnaise until the mixture is of the proper consistency. One word of warning—curry powder must be cooked—never serve it raw. Pepper will not be needed with it, of course, and the salt will need to be cut down as curry itself is somewhat salty.

Someone else in speaking of food says, "If people would chew their food as thoroughly as they chew the rag, they would doubtless live longer." And as I want to live, maybe I better stop this rag chewing and concentrate on food.

## GOING AWAY? BETTER USE ONE OF THESE MAIL CARDS

### INSTRUCTIONS TO MAIL CLERK

USE SEPARATE CARD FOR EACH PERSON

Date.....19.....

Name .....

Building..... Apartment.....

Forward FIRST CLASS mail matter to new address:

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City..... State.....

from (date).....19..... to (date).....19.....

Hold all mail matter

from (date).....19..... to (date).....19.....

**NOTE:**—All Second Class Mail matter and Magazines will be held at the Administration office unless otherwise instructed, or will be forwarded if prepaid postage is left with Mail Clerk to cover remaining costs. Postage rate for this matter is One Cent for each two ounces.

*This form is to be used for temporary forwarding only. For permanent change of address, use regulation Post Office forms with which Doorman will supply you upon request.*

*Above is a facsimile of the special London Terrace card for the purpose of vacation mail instructions. If you secure them from your doorman or the Mail Clerk and return them filled out, you will be sure there will be no question as to what to do with your mail.*

**PLEASE!**

A VERY learned resident told us the other day that his idea of the purpose and function of windows was to admit light and air into places where otherwise they couldn't enter. That includes, of course, London Terrace apartments and it struck us that as long as windows were manufactured for the purpose and function of admitting light and air, it would only be right and proper if they were confined to just that.

Meaning what, says you.

Meaning, says we, that now is the season for open windows. Plenty of light and air streams in our generously-proportioned casements, but sometimes things come out of them that aren't so pleasant. Extra-loud radio sounds for one, and discarded cigarette and cigar butts for another. (Two anothers.)

Don't tell me Terrace residents discard fire hazards out windows! Sorry, but they do. Not many, naturally, and not too often, but even once is once too many, as the flea said after he had jumped on Charlie McCarthy. It's done through thoughtlessness, of course, because any person intelligent enough to live in the Terrace knows that throwing cigarettes and cigars out windows is a dangerous practice. It's dangerous to curtains, draperies and awnings, it's dangerous to baby cabs on sidewalks and it is very apt to lead to extremely serious consequences.

Let's stay our hand the next time we get the urge to flip, and deposit our smoking debris in an ashtray where it belongs.

As for radio sounds, frayed summer nerves often can be traced to the neighbor next door, above or below, or across the echoing Garden who insists that the whole wide world listen to the same program to which he is listening whether it wants to or not. And when you get three or four like that at the same time, bedlam is a quiet rest in the country in comparison.

**RUGS**  
**CLEANED SHAMPOOED**  
**REPAIRED STORED**  
 ◆ ◆ ◆  
**UPHOLSTERED FURNITURE**

Cleaned In or Out of Your Apartment

◆ ◆ ◆  
**LONDON TERRACE CLEANERS**

415 Building (Lower Corridor)

410 Building (Store)

Call on House Phone

The members of our community are numerous and we live in close proximity. We accomplish our living with courtesy and grace for the most part, but a few heedless radio-tuners can easily mar the harmony of the whole.

Move your radios away from windows in the summertime if possible. And above all, keep them tuned down to normal hearing capacity. Windows were made for light and air. Let's not try to play tricks with them.

And while we're up to our ears in suggestions, we might as well add that the great vista of Garden windows, so plainly visible from cross-Garden apartments, is tremendously more effective if the windows are kept spotlessly clean.

Okay?

**JAMBOREE**

(Continued from page 10)

rance, Mrs. Coleman, Mrs. Parker, Mrs. Heinze, Mrs. Hull and Misses Richie, Cameron and Somers.

The Program Committee which so ably performed the task of assembling and getting up the Program was headed by Messrs. Donovan, Goustin, Busbee and Ortho of telephone book "N.Y. Zzyzo" fame. They were assisted

by Misses Stark, Cooney, Rosamund and Frye, and Messrs. Hilton, Lynch, Gardiner, Washburn and Flanigan.

The games and booths and the persons responsible for their management were as follows with the games listed alphabetically:

AUTO GAME, managed by Mr. and Mrs. Alvin Lehman for the 425 Building with assistants:

Messrs. Sucher Seymour  
 Mrs. Radom

BIG SIX, handled by the 465 and 470 Buildings by:

Messrs. Padula Rosenbloom Torrens Hintermeister MacLean Lawrance Coleman  
 Misses Uffendil Dunlop  
 Mmes. Turman Coleman

BINGO, which could have played twice the capacity, handled for the 415 and 465 Buildings by:

Messrs. McGinnis Maroney Moore Roberts Bertie  
 Misses Mueller Brandt  
 Mmes. McGinnis Maroney

CAKE BOOTH, home-made cakes, yum, yum, headed by Mrs. Elizabeth Cameron and assisted by:

Mmes. Lockwood Green  
 Misses Cameron Somers

(Continued on next page)

# VACATION RATES

NOW IN EFFECT FOR THE LIBRARY

2 Books for 2 Weeks for 50c

Join Our Library  
All the Latest Books

## BON VOYAGE GIFTS

Books Diaries  
Trip Books Stationery  
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## DEVELOPING and PRINTING

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7 HOUR SERVICE

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Repaired Exchanged  
All Makes

LONDON TERRACE BOOK SHOP

219 Ninth Ave., New York

Call Us on Your HOUSE PHONE

DANCE FLOOR, something doing every minute; dance music by Al White's swing orchestra, special dances by Miss Natalie Thomson to compositions by Alta Vera Arnold, "Play Me Your Ukulele" and "Senorita Dolores," special singing numbers by Mr. Joe Tessitori, escorted by Miss Barbara Mikel in costume. This attraction was managed by Mrs. McAweeney of the 440 Building assisted by:

*Messrs.*  
McAweeney Harold Guida  
*Mrs.* Arnold

DART GAME, a very successful repeat from last year, managed as before by Messrs. Foss, Granville, Sawyer, assisted by:

*Messrs.* Kaighin Frye  
*Misses* R. Frye Cooney

DOLL BOOTH, with Charlie McCarthy and the Seven Dwarfs headlining, handled for the 445 Building by Mr. and Mrs. Critz, assisted by:

*Mmes.* Dempsey Donnelly  
*Miss* Brinn  
*Mr.* Washburne

DOOR COMMITTEE, headed by Mrs. Ethel Nugent, assisted by:

*Messrs.* Lynch McGrath Wuhrman Perry  
*Misses* Brickman Regosin McGaffey Stirling Truman  
*Mmes.* Martin Heinze

GROCERY WHEEL, proved so popular that extra provisions had to be rushed from Royal Scarlet. Handled for the 405 Building by Mrs. Woodbridge, assisted by:

*Mmes.* Bell Palca  
Levy Giberson  
Johnson  
*Messrs.* Bell Palca

JACK POT was a great puller, handled for the 465 Building by:

*Messrs.* Padula Shoemaker Warinoff  
Below Linsky Eldar  
*Mrs.* Padula  
*Miss* Joan Frye

LADY LUCK WHEEL, functioned to put a little of the gambling spirit into subjects for the sketch artists and those anxious to delve into the secrets of the future and past. Three former tenants, Mr. and Mrs. Ned Goldschmidt and Mr. Eugene Jenkins, didn't want to be left out of the proceedings, so they came in for the evening to help out with this attraction. Other outsiders who contributed

their time and talents were Mrs. Colby Griffin, of Nutley, N. J., astrologer, Mrs. Clara Johnson, of Long Island, and Miss Margaret Ramsey. Mrs. Florence Jensen, popular numerologist, who lives in the 450 Building, proved a very popular attraction, as did Miss Josephine Paddock, well-known Terrace artist, who did sketches, and Miss Marjery Ryerson, artist, who visited us for the evening from Fifty-seventh Street.

LIQUOR WHEELS did, as expected, a rush business, so it was good that two of them were running, one by the 410 Building, the other by the 420 Building. Handling for 410 were:

*Mmes.* Gunther Deegan Beauchamp Cassen  
*Messrs.* Gunther Deegan Newell

Handling for 420 were:

*Messrs.* Spiker Detwiler  
*Mmes.* Spiker Detwiler  
Horocek Riouffe

MISCELLANEOUS WHEEL, offered everything from dresses to permanent waves, was handled for the 435 Building by Mrs. Rodwell, assisted by:

*Messrs.* Major Rodwell Parker Fromm  
*Mmes.* Parker Fromm Dalton  
*Miss* Cahill

MONEY COMMITTEE had its hands full, counting and collecting the important do re mi and did a beautiful job, headed by Miss Wills and Miss Vanderboget, assisted by:

*Messrs.* Rosenbloom Torrens  
Cooney White  
*Mrs.* Steele

PARI MUTUEL, the gambler's angle on the horse race, with plenty of thrills and bettors, managed by:

*Messrs.* Dr. Cassen Orth  
Donovan McLean  
*Mrs.* Sylvester

REFRESHMENT BOOTH, efficiently handled by Mr. Robert Kelley, popular Terrace employee, who was assisted by members of the younger Terrace tenant generation as follows:

Phil Lynch Hall Kaighin Mary Carolan  
Wayne Wimberly Dick Gardiner Murray Burgess Mary Bacon Lois Wimberly

TIN TYPE PHOTOGRAPHER, one of the most amusing of the stunts. He was assisted by Mrs. D'Arcy Parrott, former 450 Chairwoman, who had to give up her office because of illness in her family. Miss

**VAGABOND VOYAGES**  
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Six day all expense cruise to Bermuda..... \$60.00  
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*All passenger, cargo, and freighter cruises at standard  
 steamship rates.*

*We sell airway tickets on all lines.*

**SISK TOURS**

435 West 23rd Street      Next to Renting Office  
 Open until 8 P. M.

Cameron also assisted as cashier for the photographer.

TREASURE CHEST offered many valuable prizes, was a popular number and was managed by Mr. and Mrs. Cooney, assisted by:  
 Mr. Gemmell      Mrs. Gemmell  
 Miss Kruse

All the games and booths were smoothly handled, with the experience of last year used to add efficiency to the methods. The increased space also added to the "take" and anyone who wanted to spend money had no trouble doing so—which they did very generously.

Two elegant door prizes were, as last year, copped by visitors. To Miss Dorothy Brandt, 500 Fort Washington Ave., guest of Miss Mueller of the 415 Building, went the handsome nest of tables. Miss Brandt was one of the most earnest of the Bingo workers, so her reward might be said to be well deserved.

The other door prize, a coffee table with a removable tray top, was won by a neighbor from across the street, Miss Lulu Stork of 455 West 24th Street. Her family, the Rileys, have lived in this house for four generations—one of the old families of Chelsea. It seemed very appropriate that one of the best prizes of an event by and for Chelsea neighbors should go to a family so firmly rooted in the Chelsea tradition.

The Jamboree owes a debt of thanks and gratitude to the Fire and Police Departments of New York City, who cooperated in

very helpful fashion. Mrs. Adele Burley, resident, and friend of Commissioner Lewis J. Valentine and First Deputy Commissioner John J. Seery, interested these two high officials personally in the affair, with the result that we received special assistance in the arrangements to use the street. Inspector Fred Autenreith of the Bureau of Fire Prevention also was of valuable aid.

In our own precinct thanks go to Capt. Edward H. Walsh of "Traffic C" and Capt. William P. O'Brien of the 10th Precinct Station House, who cooperated in fine fashion with uniformed police and plainclothesmen assigned to see that there was no confusion or unpleasantness to mar a happy event.

Mr. John F. Bartels, Inspector of Streets, was very helpful in serving as a contact between Chelsea Charities and City officials during the arrangements to use the street.

Wm. A. White & Sons, Managing Agents for London Terrace, deserve much credit. Without their consent and cooperation, the Jamboree would never have occurred. Members of their firm have not only encouraged the endeavor, but have lent a great deal of practical assistance by throwing the facilities of their organization at our disposal.

Terrace concessionaires jumped in and provided valuable assistance, without which the Jamboree could not have achieved the success that it did. Most all of

**PLAY BRIDGE**

In the Cool Penthouse  
 Club

*Summer Schedule*

Tuesday night..... { 7:15 P.M.  
                                   8:30 P.M.  
 Thursday night..... { 7:15 P.M.  
                                   8:30 P.M.  
 Saturday afternoon.... 2:30 P.M.  
 Saturday night..... 8:30 P.M.

**GLADYSE GRAVES STARK**

*Director*

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*Tailors — Furriers*

410 Building (Store)

415 Building (Lower Corridor)

## **WARM SUMMER EVENINGS**

Enjoy a long, tall Rhum Collins or an Iced West Indian Dacquiri at our Sidewalk Cafe and then join us in our cool and spacious dining room overlooking the Terrace Garden for an 85c or \$1.10 dinner, including a glass of port, sherry or sauterne wine.



**Luncheon 50 - 60 and 70c**



**ELIZABETH FLYNN'S LONDON TERRACE RESTAURANT, INC.**

them came across cheerfully with ads for the Program and the majority of the prizes, refreshments and decorations were made possible because of our concessionaires.

Messrs. Cohen and Heiligman of Royal Scarlet were responsible for many contributions, among them the attractive white refreshment booth which was obtained from the Hoffman Beverage Co. along with a large donation of bottled sodas. The twenty pounds of frankfurters which went into the 250 hot dogs was a gift of Merkel Inc., obtained through Al of the Royal Scarlet Meat department. Hanscom Bakery, another Royal Scarlet branch, donated a portion of the rolls which went around the hot dogs.

Mr. and Mrs. Martin of the Book Store cooperated generously with donations and in supplying many of the necessities which came from their shop. Mr. Sherman of Whelan's secured a donation of ice cream and made it possible to purchase many of the prizes at bargain prices.

Donations of dry cleaning and laundry credits came from Knickerbocker Laundry and Mr. Goldstein of the Terrace Valet Shop, Elizabeth Flynn made a generous donation and the Beauty Shop provided a permanent wave prize. The Florist Shop donated several plants and the Apparel Shop hosiery.

On the financial side Mr. Brenner of the Chemical Bank in the 465 Building was on hand to assist ably with the difficult task of handling the large sums of money taken in and his tellers were of great assistance the next day in checking the amounts.

Mr. Schramm of Chelsea Storage, as usual, put the facilities of his company at our disposal, taking care of pickup and delivery of many items, including the dance floor.

Mr. John Brunton, resident, brought his professional experience to bear, as he did last year,

in helping direct the difficult task of erecting and decorating the tents and sidewalls. In this connection, Mr. Charles Lawrence, Superintendent of London Terrace, took charge, along with Mr. Brunton and Mr. Steele, of the difficult task, putting in many long hours, before, during and after the event, with the result that this phase of the work went off in very efficient fashion.

Mr. Lawrence was ably assisted by the Terrace employees, who worked in every way possible to make the Jamboree a success. Many of their names have been mentioned in connection with the games they helped to manage and there are many more whom it is impossible to mention because of space limitations. But their interest and cooperation was invaluable and to them goes much of the credit.

All in all, the Jamboree was a tremendous expression of good will on the parts of residents, Management, employees and con-

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Flowers**

Prompt delivery to all  
steamers.

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Rented for  
Parties, Teas  
and Weddings*

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CHelsea 3-8235

**London Terrace Management**

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| <b>B. M. SHALETTE, M.D.</b><br>425 West 23rd St., Apt. 1B<br>CHelsea 3-1224 and 1225                    | <b>ALFRED C. DUPONT, M.D.</b><br>455 West 23rd St., Apt. 1B<br>CHelsea 3-1894 |
| <b>EDWARD M. DITOLLA, M.D.</b><br>445 West 23rd St., Apt. 1C<br>CHelsea 3-7795<br><i>By Appointment</i> | <b>ROBERT E. FRICK, M.D.</b><br>445 West 23rd St., Apt. 1B<br>CHelsea 3-6677  |

**DENTAL**

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| <b>PAUL ROBERT JACOBS, DDS.</b><br>415 West 23rd St., Apt. 1B<br>CHelsea 3-5858 | <b>BARNETT M. WARREN, DDS.</b><br>425 West 23rd St., Apt. 1E<br>CHelsea 3-6434 |
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*By Appointment*

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DRAPES  
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**FREE SUMMER STORAGE**

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One door from S. E. Cor. 23rd  
We Have No Branch Store

cessionaires. This worthy cause of helping less fortunate children and families of the neighborhood, is a means as well as an end. It has proved that the spirit of friendliness and cooperation is one of the keystones in

the structure of our life in this "city within a city."

Long live the spirit of the Jamboree!

**DESCHIN**

(Continued from page 9)

higher, was too far away. The close-ups he got of course wandering around in the crowd. The subjects usually didn't know they were being photographed. He says you can generally tell when subjects know they are being photographed, even when they pretend to be unaware of it. Signs of self-consciousness appear and sooner or later their eyes turn directly toward the camera, if only for an instant.

The pictures accompanying this story were taken from his own apartment windows, one at night, the other in the daytime. He develops and prints his own shots in a small laboratory which he built for himself uptown. He hasn't tried to make a name for himself as a photographer. He takes the pictures for his own amusement and to illustrate his magazine articles.

The novelty of the minicam craze has pretty much worn off now and the addicts are turning toward artistry. Composition, light and shadow contrast, "feeling"; all the terms which are

generally associated with the painter's art have crept into candid photography. Exhibits are being "hung," painters and etchers are turning to the new medium.

Will the craze last or will it fade? First of all, replies Deschin, it has already gone beyond the craze stage. It's a business or a hobby or an industry or a habit or an art, whichever way your preferences lie. It rated a feature article in *Fortune* a year or so ago. Besides, it's merely a new, although highly sensational development of the art of photography, which has become an established and necessary part of civilized existence.

People have been snapping pictures for fifty years. The lure of the minicam, the reason for its tremendous upsurge of popularity is its technical efficiency—its ability to widen the uses, subject matter and treatment of pictures. Pictures at night, pictures of action, pictures in almost any kind of light, pictures in color. All you have to do is focus and snap and you have a picture. Maybe it's a good picture, maybe it's a bad one, but it's always an exciting one.

Color photography, Deschin thinks, is going to supply another sharp incentive to the business. Stick the right sort of film in your camera and when your picture is developed and printed it's in natural color. There's a thrill in the thought of it that anyone who has ever snapped the shutter on a No. 2 Brownie can understand.

He finds his work congenial and interesting. He admits it requires some scratching around to turn out fresh, intriguing slants on picture-taking every month, as he has to do. But here is where his newspaper training does a good job for him. All good newspapermen develop a "story" sense.

He reversed the usual order of procedure of getting into the minicam industry. He is an explainer or interpreter first and an active photographer second. The important thing to him is that he is in it and very confident that he will stay that way.